



PHILIP MORRIS

U.S.A.

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January 7, 1982

Mr. G. Carlton Adkins
Philip Morris USA
100 Park Ave.
New York, New York 10017

Mr. Hadrian R. Katz
Arnold & Porter
1200 New Hampshire Ave., N.W.
Washington, D. C. 20036

C82-11068

Dear Carl and Harry:

As discussed at our Tuesday meeting in Washington, I am sending you a rough protocol covering the testing of non-Philip Morris employee subjects on the PPA. This particular draft is being used for this Saturday's pilot study so it is not as detailed as that which will be presented to an independent testing firm. I feel that the experience and results from the Saturday test will be needed for a more detailed protocol, particularly concerning the following points:

- (1) Sample size
- (2) Demographics
- (3) Test explanation to subjects
- (4) Timing (subjects per hour, etc.)
- (5) Test cigarette selection
- (6) Lit or unlit smoking (all, none or combined)

We will let you know further details next week and expect to also provide you with a rough draft of our answers to the seven FTC questions.

If there are any questions, please call.

Sincerely,

Warren E. Claflin

WEC:gmm

cc: Dr. M. A. Hausermann
Dr. R. B. Seligman
Mr. L. F. Meyer
Mr. A. C. Lilly

Attachment

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA CAMBRIDGE ALPINE MULTIFILTER

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PILOT STUDY PROTOCOL

SATURDAY SHOPPING CENTER TEST

I. SUBJECT SELECTION

Filter cigarette smokers at random if we have supply of their type cigarette.

Take all pertinent (?) data on subjects - some payment/reward

II. TEST PROCEDURE

Cigarettes puffed with and without holders - extreme caution taken that dilution holes are in holder and as much filter tip exposed as possible.

Unlit for first subjects until test is running smoothly.

Lit on last 2 hours or so if unlit has gone well.

3 puffs with and without holders each cigarette model - plastic gloves for operator (?).

Change tips on holder on each subject.

PPA tape labeled - type cigarette
with or without holder
subject name/number

III. CIGARETTE MODELS

1. Smokers own brand - have cigarettes available
2. Barclay KS SP 1 mg nominal**, *
3. Long filter Barclay type*
4. Cambridge KS SP 1 mg*, **

ORDER (1) First in all cases
(2), (3), and (4) rotated

*Screened for dilution.

**Ring tipped

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